

**INTERAGENCY COORDINATING COUNCIL  
COMMITTEE MEETING NOTES**

**COMMITTEE:** Public Awareness

**RECORDER:** Kay Ryan

**DATE:** February 22, 2007

**COMMITTEE MEMBERS**

**PRESENT:** Rebecca Carroll, Toni Doman, Cal Enriquez, Stephanie Pringle Fox, Jordan Lindsey (representing Tony Anderson), Elaine Fogel Schneider, and Shirley Stihler.

**ABSENT:** Tony Anderson, Zelna Banks, Kathleen Colvin, and Jacqueline Tinetti.

**GUESTS:** Susan Chapman, Michele Donahue, Charline Hamilton, Susan Miller, Shane Nurnberg, Dr. Mac Peterson, and Dr. Sam Yang.

**LIAISONS:** Janet Canning, CDE, absent. Erin Paulsen, DDS

**MEETING NOTES**

**I. INTRODUCTIONS AND WELCOME**

**II. AGENDA REVIEW**

The agenda was reviewed and approved with the addition of VIII. A through D below.

**III. REVIEW AND APPROVAL OF PRIOR MEETING NOTES**

PAC November 2006 minutes were reviewed and approved with no changes.

**IV. EXECUTIVE COMMITTEE REPORT**

Dr. Schneider provided highlights from the Executive Committee meeting.

- Since the last ICC meeting, DDS has received and responded to findings from the Office of Special Education Programs' (OSEP) visit conducted in October. The visit focused on the DDS monitoring systems, data accuracy, and due process procedures.
- DDS has also completed the State's Part C, Annual Performance Report for FFY 2005 (2005-2006), and the Part C, State Performance Plan for 2005-2010. Both are available for review on the DDS website.
- Parent Leadership Award Nomination forms have been disseminated and are in the book on Pages 118 and 119. Anyone can submit nominations of a parent or grandparent whose leadership has made a significant difference to the Part C (Early Start) program in California.
- ICC members will vote to prioritize the list of future presentation topics.

## **V. OUTREACH TO HEALTH CARE PROFESSIONALS**

PAC reviewed and revised the Public Awareness Committee Work Plan to more accurately reflect the Committee's role as an advisory body to the ICC. The first activity was deleted because it was deemed to go beyond our mandate while others were expanded. The revised Work Plan is attached.

Ongoing discussion about ways to effectively utilize existing public awareness materials led PAC to develop the following questions for DDS about the Early Start PSA:

- ☐ Is there evidence to show whether the PSA was effective? E.g., increased calls during use?
- ☐ Why is it no longer being shown?
- ☐ Is it available in formats other than VHS? E.g., DDS website, DVD, and audio.
- ☐ Is it available in languages other than English?
- ☐ Can Family Resource Centers and others use it?
- ☐ Is DDS willing to explore First 5 and/or other funding to update if necessary and broadcast the PSA?

Of the 16 people at the PAC meeting, only five had seen the PSA (4 at an ICC meeting and one on TV). Those who had seen the PSA remembered it as a high-quality product and thought it could be very useful in educating consumers about Early Start.

Dr. Yang pointed out that in the Osteoporosis study he provided to PAC, education was provided to all consumers and that it is sometimes easier to implement more limited strategies focusing on higher risk populations, i.e., children in Foster Care and Head Start programs. Members discussed strategies for targeting different populations via PSAs, brochures and posters placed strategically at well-baby nurseries and clinics and in Pediatricians' offices, news articles for English-speakers, and appearances on Spanish radio and TV.

Dr. Yang shared an interesting story about how one appearance on a Spanish-speaking TV station in LA by a Physician from the North LA Regional Center led to an increase in referrals that was significant enough to be noticed in Sacramento. Dr. Schneider will follow-up to see if there are lesson learned that will be useful to PAC.

Cal Enriquez reported that the Westside Regional Center conducts rounds at seven hospitals and provides training for residents about Regional Center services to increase referrals.

Shirley Stihler said that the Monterey County Office of Education has a policy of inviting Physicians to the IFSP meetings, and even though they rarely attend, their office is always sent a copy of the IFSP.

Dr. Yang's experience is that often times that information goes directly to the file without the Dr. even seeing it and that the parent must be the link between the primary care Physician and Regional Center services. When parents express appreciation for a referral it encourages the Dr. to make subsequent referrals.

Some FRC's have parents who will accompany another parent to the Dr. and that is a valuable service, but most often parents don't have a relationship with an FRC until after they receive a diagnosis.

Stephanie Pringle Fox shared information about Physician Outreach training that occurred in Colorado in 2000. It was an outreach initiative undertaken as a result of an OSEP finding that Colorado had "inadequate strategies for making the public - especially primary referral sources - aware of the availability of early intervention services." Kay will follow up to find out what strategies they found most and least effective and to see what we might learn from the Colorado experience.

This discussion led us back full circle to the importance of educating parents to recognize reasons for concern and empowering them to address these concerns with their child's primary health care provider as well as to self-refer to the Regional Centers. Parents must know that they can contact the Regional Center directly, and PAC is committed to finding ways to educate them.

## **VI. COLLABORATION WITH PARENT LEADERSHIP AD HOC COMMITTEE**

### **• MENTORING NEW MEMBERS -**

- A follow-up letter to be sent to people who attend the Newcomer's Orientation was approved by the Executive Committee. The letter (copy on page 117) thanks people for their interest and gives them contact information for the PAC Chair and Co-Chair, Elaine and Toni, if they have questions. The letter also necessitates our revision of the sign-in sheet for that meeting to include address information.
- Elaine will continue to work with the Ad Hoc Parent Leadership group to develop a mentoring program.
- **NEWCOMER FLYER** - Gretchen Hester reported that the ICC Family Recruitment Flyer left some people she shared it with wanting more information about the ICC. PAC discussed this and recommends that the flyer be copied back-to-back with the Facts at a Glance publication describing the ICC. In addition to the brief description about the ICC on the flyer, the Facts at a Glance will provide the ICC Mission Statement, information about how appointments are made, a description of each standing committee, frequency of meetings, and the website to visit for a complete list of members.
- **NEWCOMER ORIENTATION AND ORIENTATION PACKET** - A Newcomer's Orientation will continue to be held on both Thursday and Friday mornings at the May ICC meeting. Following that, a recommendation will be made about when to hold the orientation at future meetings to be as responsive as possible to those people attending their first ICC.
- Parent stipends continue to be available from the California Association of Family Empowerment Centers at (916) 325-1690. However, the timeline for submitting stipend requests has been revised from 90 days to 30 days following the meeting.

## **VII. DDS UPDATE**

Erin Paulsen reported that DDS is planning to complete record reviews at the following Regional Centers in the next two months: East LA, San Diego, and San Gabriel/Pomona. Additionally, site monitoring is scheduled at the Regional Center of

Approved on 05/17/07

the East Bay in May of 2007, and the plan calls for visits to all 21 Regional Centers by January 2008. DDS is currently working on revising monitoring tools and reports to comply with OSEP data needs.

#### **VIII. OTHER**

**A. AGENDA FOR MAY** - See attached

**B. PARENT SURVEYS** - PAC's parent representatives completed surveys at the meeting and all were turned in following the meeting.

**C. REVIEW ICC RECOMMENDATIONS** - PAC reviewed the ICC Priorities, Outcomes and Recommendations, also known as the 33 Recommendations, and talked about the suggestion that there be follow-up on some completed items to see if they are implemented. An example is EE-4 recommending that Regional Centers serving multiple counties have toll-free numbers. Shane Nurnberg agreed to follow up to see if Regional Centers have acted on this recommendation forwarded to them in May 2006.

PAC also discussed IFSP-9, which was not accepted because it goes beyond the statutory and regulatory authority of DDS to require or monitor to. We agree that a best practice recommendation is appropriate. PAC also questioned whether I-4 was asking DDS to initiate a change that would create an unfunded mandate, and if so to include more information about the implications in the DDS response. PAC discussed IC-5 in light of current efforts underway to provide training and education and our goal of educating Primary Health Care Providers. We would like to see this recommendation be revised to remove the word "training" or redefined to include UCLA sending residents to the Westside Regional Center for orientation, and retained as we think it's good to have a plan.

**D. NEED FOR ADDITIONAL MEMBERS** - Dr. Schneider will ask for an additional parent representative and more consistent representation from CDE.